

# GLOFX

## STEM

### CASE STUDY

#### ***New Avenues for GloFX Products***

While GloFX's main audience has been the fans of EDM shows and music festivals, we have started exploring the innovative ways our products are used throughout many industries. The first revolutionary new use for GloFX products was when Daniel Wallace, a volunteer STEM camp coordinator, found out about our paper diffraction glasses and started using them in his science lessons. The use of the diffraction glasses proved to be successful in his camp's lessons, and this is now a new avenue for our company to provide services to those in the education field.

Daniel knew that he needed high quality materials that could captivate the imaginations of his students, whose ages vary from 5-12. Another factor in his material selection is cost effectiveness. The Oak Grove Baptist Church has put on the camp every summer for the past 4 years to provide the community with an inexpensive camp for local kids. He needed to satisfy all of the criteria while staying in the camp's budget.

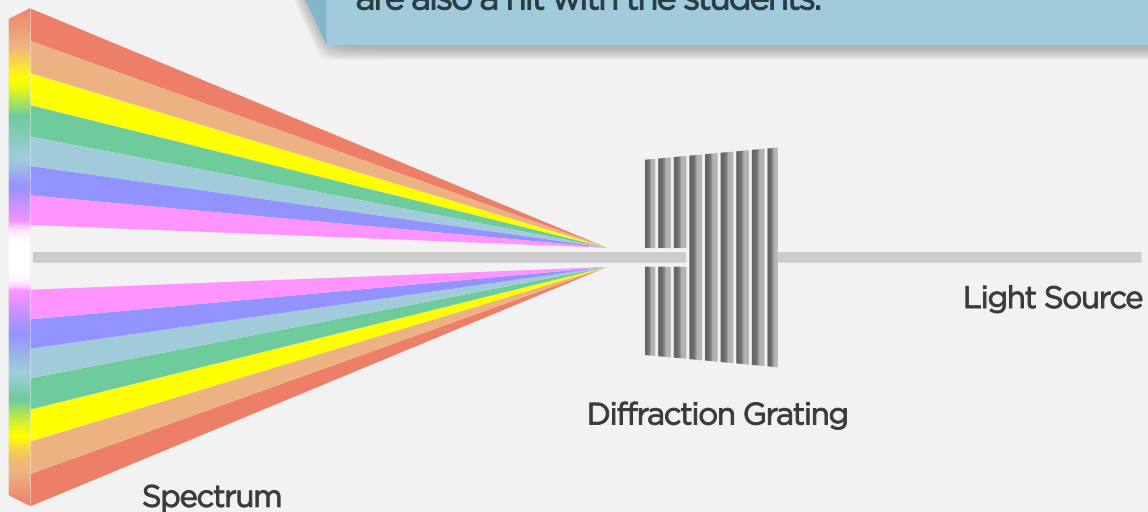
His decision to use GloFX products came down to our good reviews and volume pricing. Daniel discovered GloFX on Amazon, where he purchased the paper diffraction glasses, a low cost version of the GloFX hard plastic diffraction glasses that have been popular with ravers. The paper diffractions can also be customized, but Daniel opted for the classic color version.

#### ***Selection Process***

## ***Diffraction Glasses in STEM Education***

Daniel was able to create science lessons on optics using our paper diffraction glasses to display that white light is actually made up of all of the colors of the spectrum. In addition, he is able to use our glasses to demonstrate a multitude of concepts to his students. The GloFX paper diffraction glasses are essential in the camp's curriculum to demonstrate a number of scientific principles related to light, optics, and astronomy.

Daniel is extremely enthusiastic about what he does at the camp, and his passion for educating is inspiring. Daniel puts a lot of research into his lesson planning to make sure the kids are learning a lot and having a good time. His biggest inspiration is getting to see the light bulbs illuminate in his student's minds as they begin to physically grasp the concepts he teaches. Having the GloFX glasses as part of his curriculum has been great because they are also a hit with the students.



Before the use of our glasses, Daniel did not have a lesson on optics in the camp's curriculum. Now, he is able to educate his students on these cornerstone concepts of STEM research. These types of hands on activities are what will inspire our youth to pursue careers in science, and further the breakthroughs in research that benefit us all. The dynamic use of our products in the education field shows that GloFX is more than just a rave accessory retail site. GloFX is excited about our ability to provide quality products and in turn, help inspire children's interests in science.

## ***GloFX's Future Impact***